

Marketing Best Practices

ITAC Sentinel provides your members with the identity theft protection they desire, while offering your credit union non-interest income. To maximize member penetration, here are some suggested best practices to effectively launch the service and maintain member awareness.

Marketing Channels	Description
Web	Place banner ads on the home page and throughout the credit union website
IVR/VRU Call Transfer	Include a message in several places on the IVR Tree and include a hot key to the ITAC Sentinel inbound call center to enroll the member
E-mail	If it is preferred communication for a member, use e-mails to direct them to the website or toll-free number
Branch	Promote the program by prominently displaying posters, take ones, and flyers throughout the branches
Branch Personnel	Provide training and education to credit union staff on identity theft trends and ITAC Sentinel. Talk to members about the program and take them to the enrollment page on the website or have the member call the ITAC Sentinel enrollment line from the credit union.
Statement Inserts	Use statement stuffers as an easy way to promote the program, including a call to action
Identity Theft Seminars	ITAC Sentinel can provide educational materials to educate members on the threat and solutions
Newsletters	Educate the members on the threat of identity theft and promote the ITAC Sentinel program throughout the year

To learn more, visit cunastrategicservices.com and choose *Intersections*.